

MONITORING ACTUAL SCREEN DISPLAY OF ONLINE ADVERTISING

ABSTRACT

- 5 Online advertising including storing in computer memory an advertisement display image assigned for display at a screen display location during a display period; displaying the advertisement display image at the screen display location during the display period; confirming, at a confirmation time during the display period, the displaying of the advertisement display image at the screen display location, wherein
- 10 the confirming results in a determination whether the advertisement display image is fully displayed at the screen display location at the confirmation time; and recording in computer memory the determination whether the advertisement display image is fully displayed at the screen display location at the confirmation time.